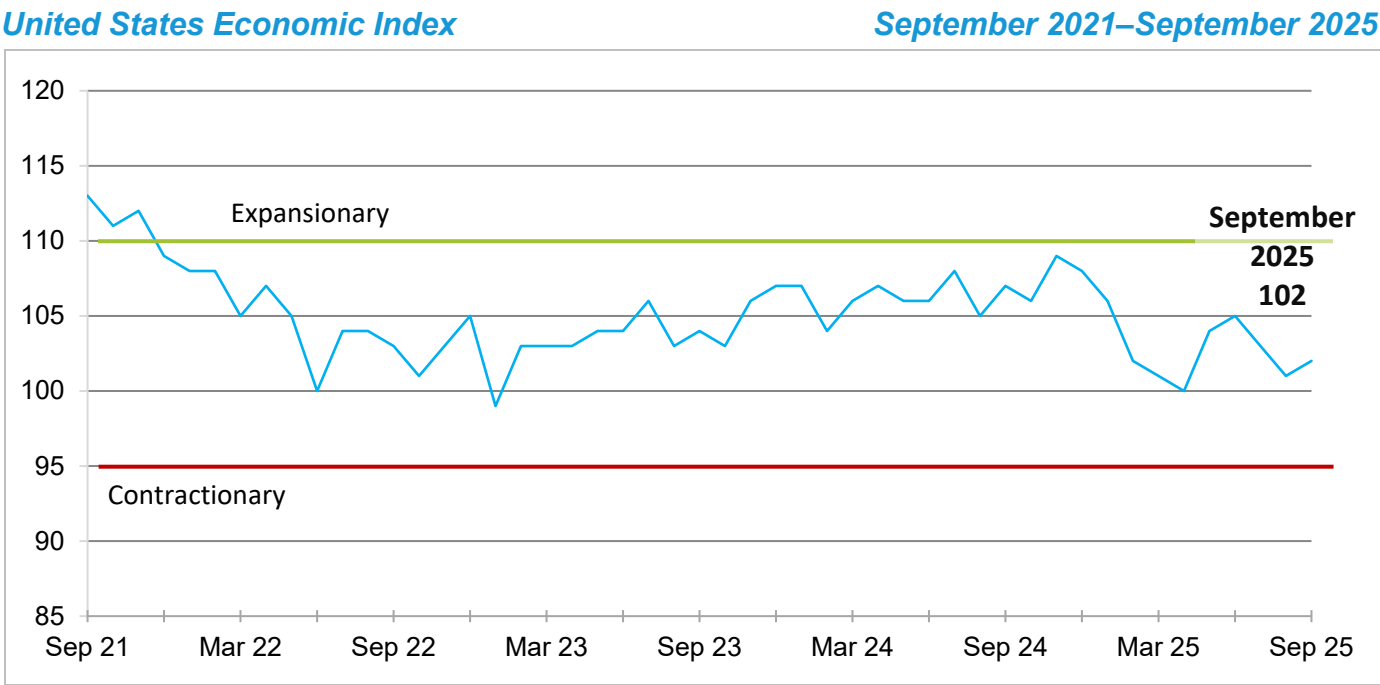




Decision Analyst's September Economic Index Showing Signs of Weakness

Arlington, Texas—The Decision Analyst U.S. Economic Index for September 2025 is 102. On average, the Index has been trending down since October/November of 2024. The general downtrend in the Economic Index appears to be driven by tariffs and tariff fears, job security anxieties, and continuing worries over inflation. The U.S. Economic Index tends to be a leading indicator of the U.S. economy as the history of the Economic Index below indicates:



Decision Analyst Economic Index

September 2025



The percent of U.S. residents who say “Jobs are plentiful and easy to find” has declined about 5 to 6 percentage points over the past 10 to 12 months, and the percent who say “prices are increasing rapidly” has remained above 40% every month thus far in 2025. The percent “very worried” or “somewhat worried” about losing their jobs currently stands at just over 51%, said Jerry W. Thomas, CEO of Decision Analyst. “The economy seems to be on the verge of a contraction.”

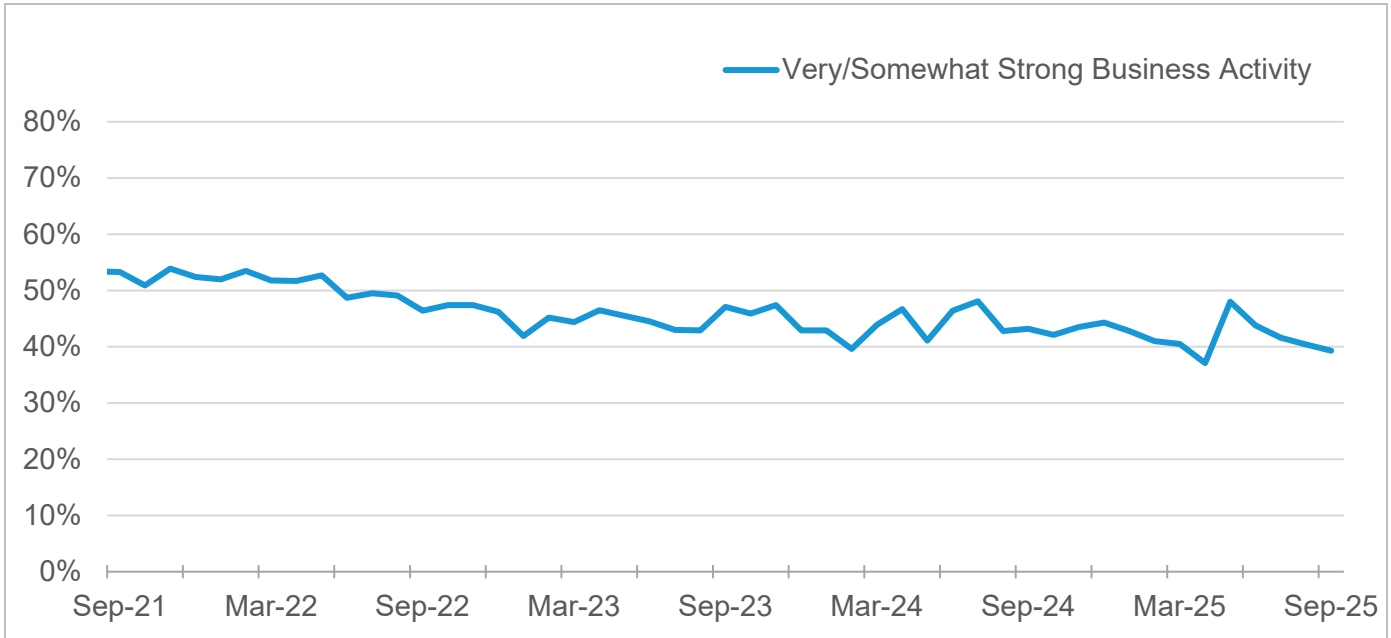
“Consumer spending plans over the next 12 months are showing signs of slight weakness, but spending plans can change quickly if the unemployment rate goes up in coming months, or if tariff-induced inflation eats away at purchasing power. The economy is still expanding, but the question is for how long,” said Thomas.



General Business Activity

General business activity (where people work) has gradually trended downward over the past 4 years, a trend also reflected in the next chart on job availability.

Consumer Perceptions of General Business Activity September 2021–September 2025

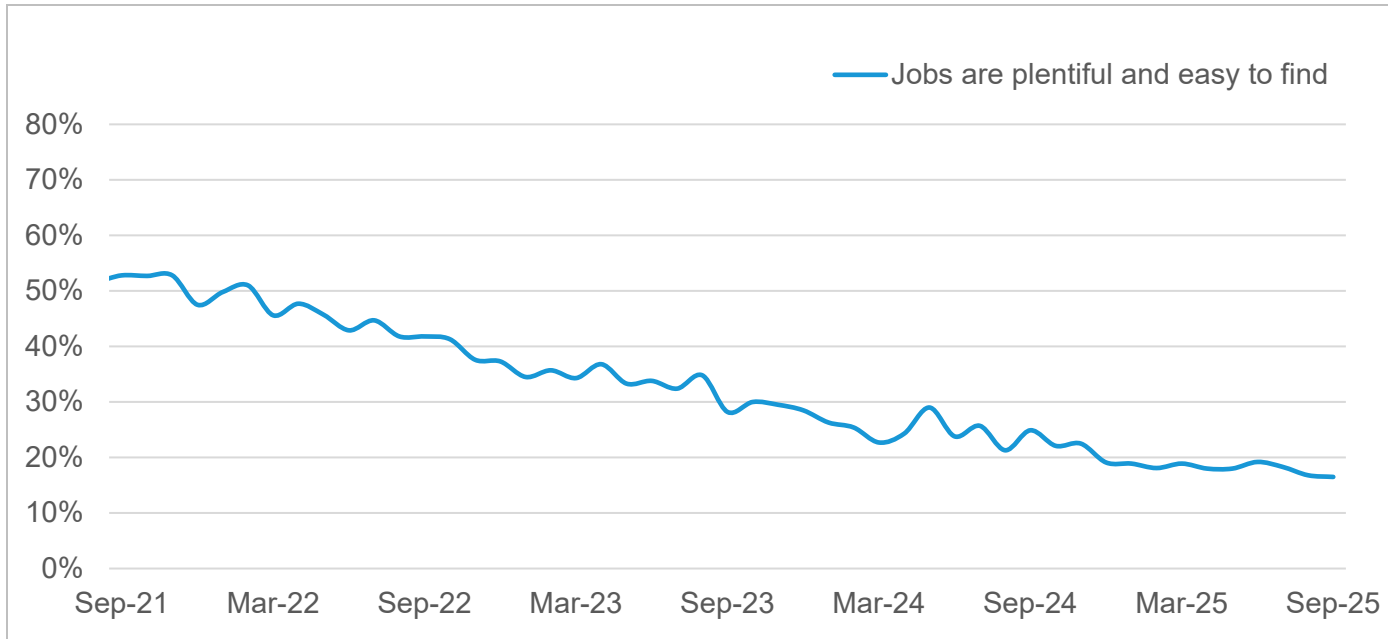




Job Availability Perceptions

The job market appears to be weakening, a trend that began at least four years ago, as indicated by the decline in the percent of U.S. residents who say “jobs are plentiful and easy to find”. The percent who say “jobs are plentiful and easy to find” has fallen from the 50% level in September 2021 to less than the 20% level in September 2025.

Job Availability September 2021–September 2025

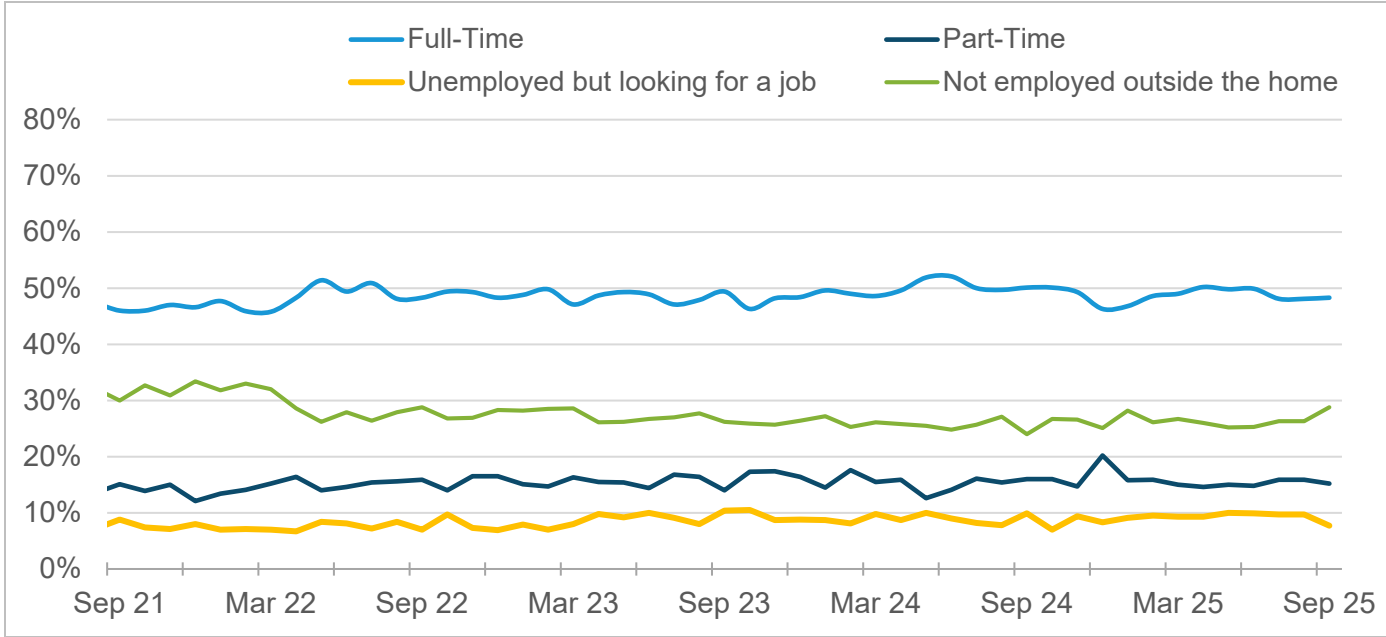




Employment Status

Full-time employment and part-time employment have remained relatively steady over the past 4 years, but the unemployment rate (i.e., those unemployed and actively looking for jobs) has gradually increased over the same time period as more people moved into the labor market. Again, both are signs of a gradually weakening job market. It’s interesting that the unemployment rate in 2025, as measured in this survey, is at the 10% level, versus the government’s reported rate of a little over 4%. Our definition of unemployment is slightly different from the Bureau of labor Statistics, but it looks like the U.S. Government might be under reporting unemployment.

Employment Status September 2021–September 2025



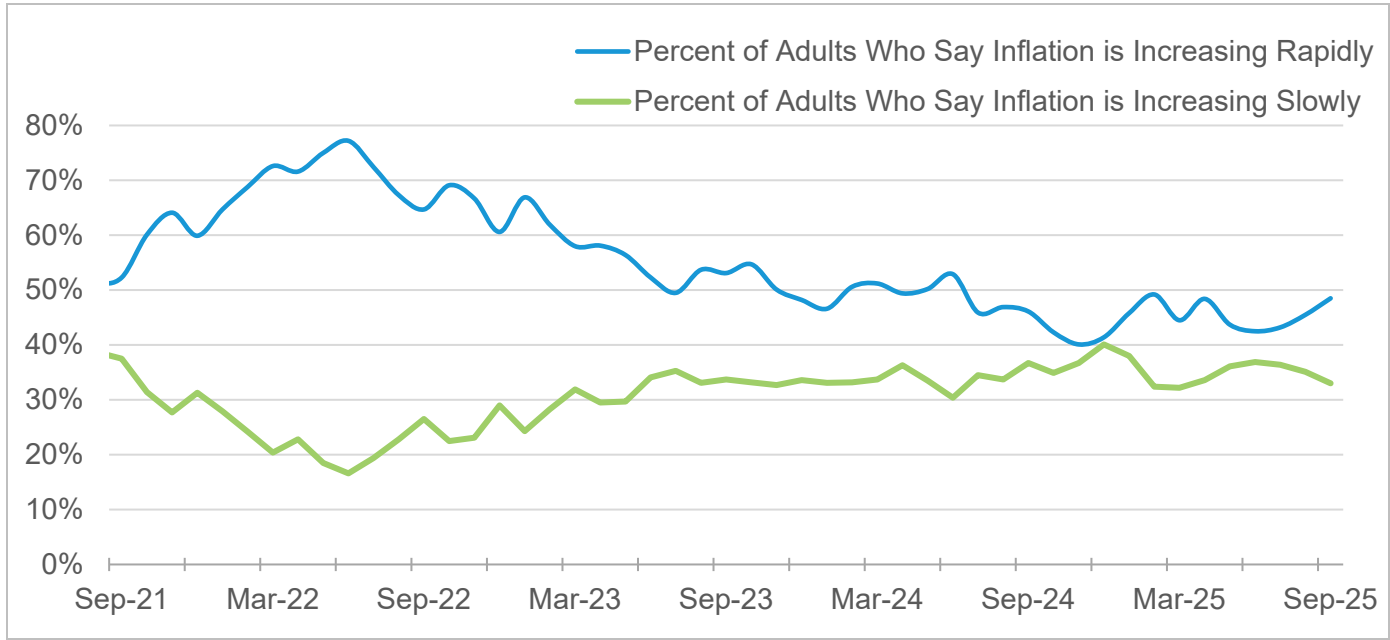


Consumer Perceptions of Rising Prices

Consumers continue to express serious concerns over rising prices. While inflation is moderating in 2025 compared to the previous 2 or 3 years, over 40% of U.S. adults continue to report that prices are “increasing rapidly.” A total of almost 80% of the U.S. population say prices are increasing rapidly or increasing slowly—that is almost 80% of U.S. adults reporting as least some inflation in 2025. The Economic Index tends to go up when price inflation is low and tends to decrease when inflation rates are high.

Consumer Perceptions of Rising Prices

September 2021–September 2025



Decision Analyst Economic Index

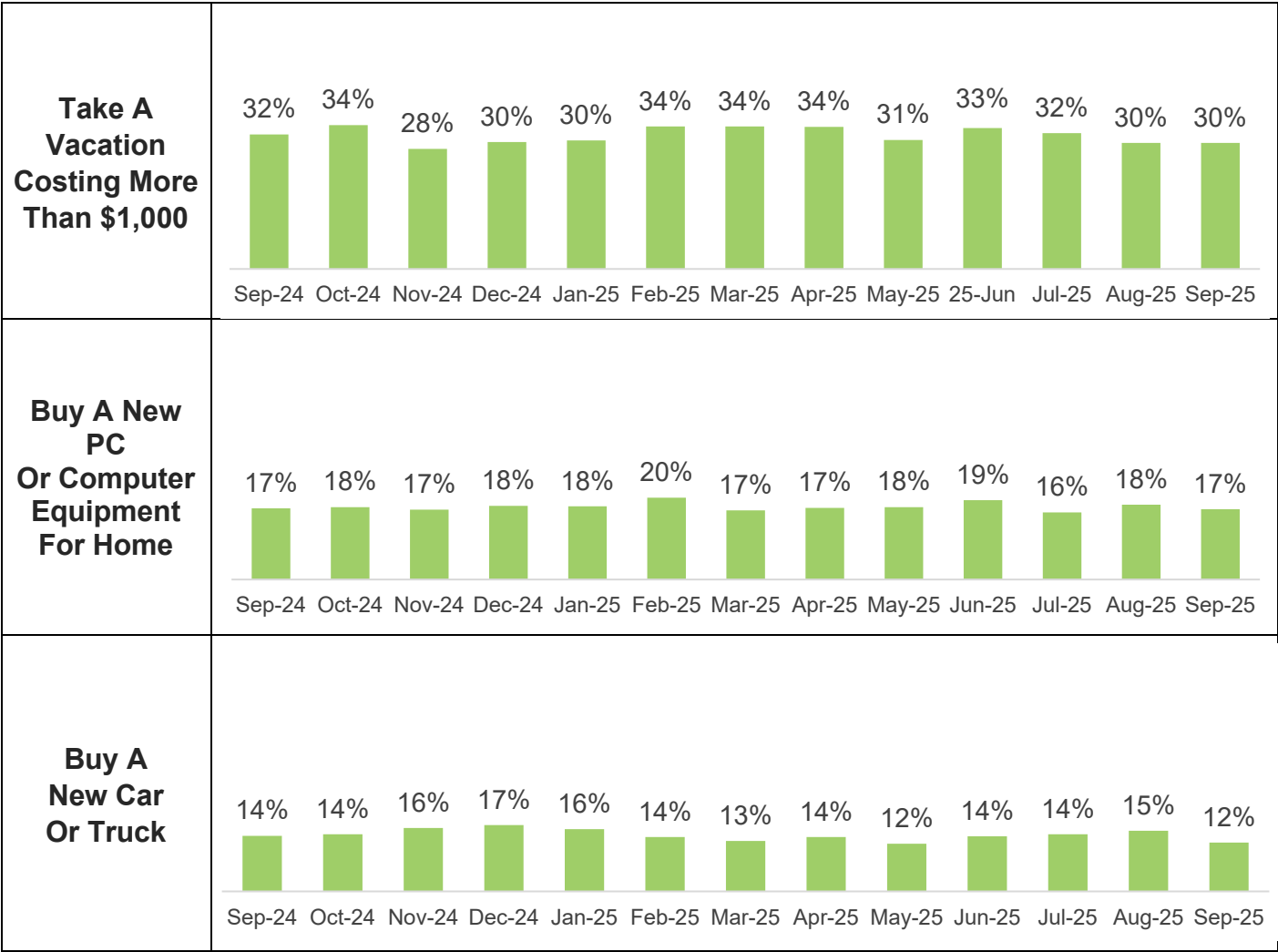
September 2025



Future Purchase Intent

A quick look at the trend charts reveals that consumers’ spending plans are relatively stable, but new tariff-driven inflation and rising unemployment in coming months could undermine these healthy spending plans. Even so, the consumer is a huge part of the U.S. economy (roughly 70%), so if consumer spending remains robust, any type of serious economic downturn will likely be avoided.

Likely Consumer Purchases In The Next 12 Months September 2024–September 2025

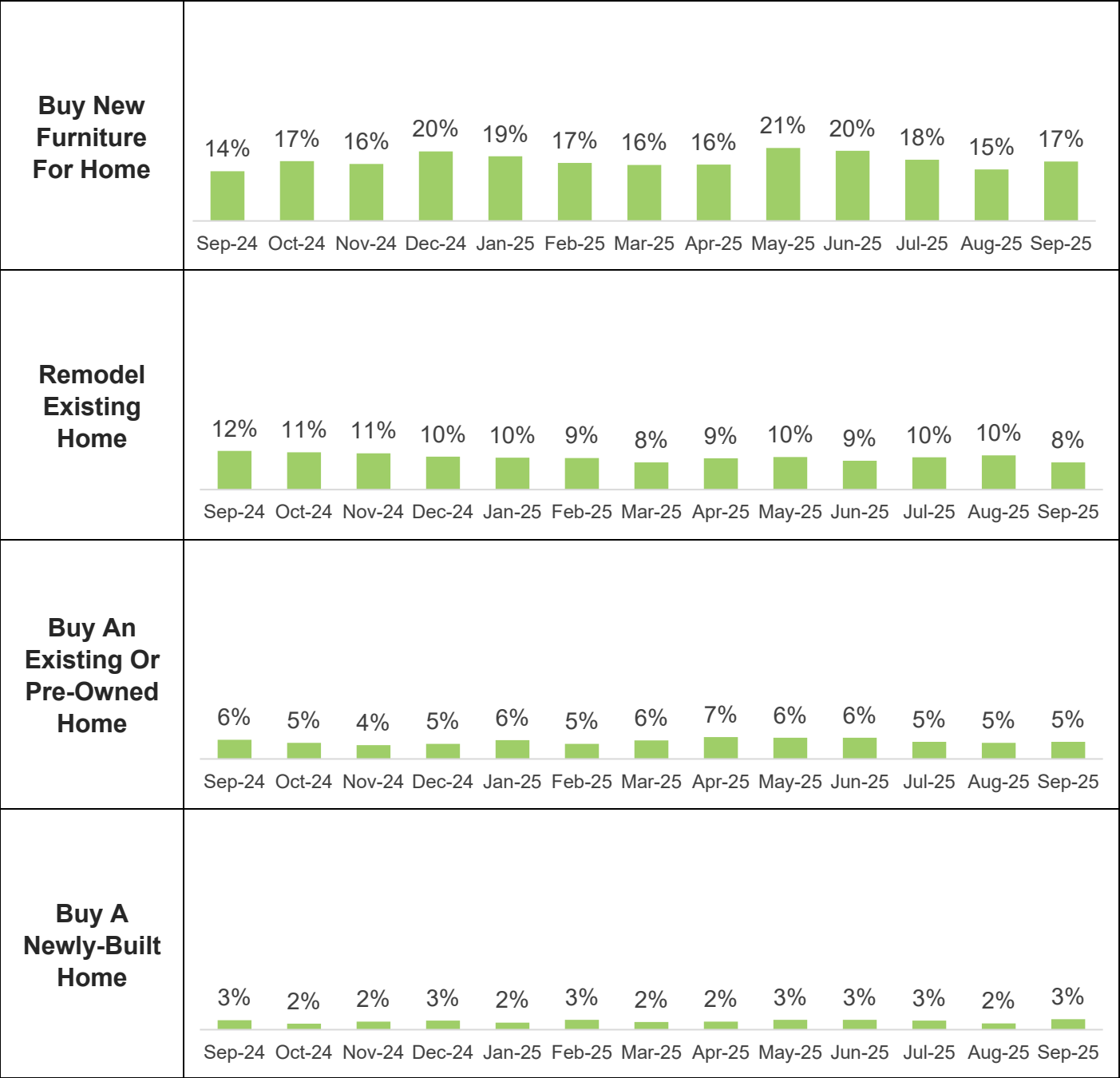


Decision Analyst Economic Index

September 2025

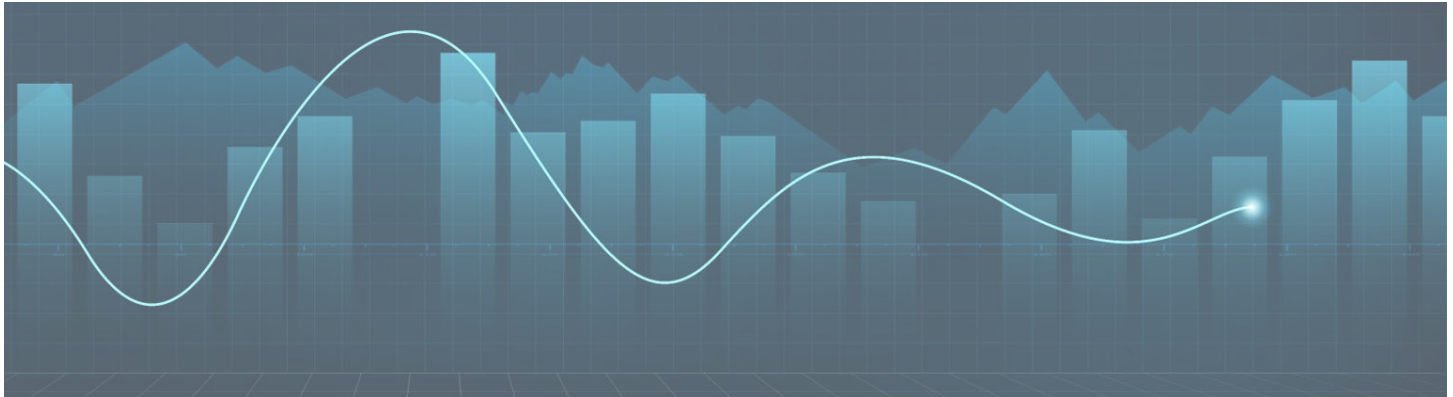


Likely Consumer Purchases In The Next 12 Months September 2024–September 2025



Decision Analyst Economic Index

September 2025



Methodology

The Decision Analyst Economic Index is based on a monthly online survey of several thousand households balanced by gender, age, and geography. The scientific survey is conducted in the last 10 days of each month. The Economic Index is calculated from 9 different economic measurements using a sophisticated econometric model. The result is a snapshot of future economic activity in each country surveyed, as seen through the eyes of representative consumers living in their respective countries.

Decision Analyst also conducts its concurrent economic surveys each month in Argentina, Brazil, Canada, Chile, Colombia, France, Germany, India, Italy, Mexico, Peru, the Russian Federation, Spain, and the United States. Whenever the Decision Analyst Economic Index is greater than 110, it tends to signal an expanding economy. An Index value below 95 indicates recession, and an Index of 110 or above indicates rapid expansion of the U.S. economy. These guidelines vary by country, however.

About Decision Analyst

Decision Analyst (www.decisionanalyst.com) is a global research and analytical consulting firm specializing in strategy research, new product development, advertising testing, and advanced modeling for marketing decision optimization. For more than 45 years, the firm has delivered competitive advantage to clients throughout the world in consumer-packaged goods, high technology, retail, medical, automotive, and other major industries.

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